

## SHARING CONTENT ON MOBILE DEVICES

### ABSTRACT OF THE DISCLOSURE

Sharing content among users of mobile devices is facilitated by a system and method that employs a content sharing application to receive requests to share content with one or more users of mobile devices. Content providers provide some of the information in such requests to share content by including, in addition to the content, links or other user-selectable options to share the content. A provided application program interface makes it easy for content providers to participate. Users of devices such as personal computers or mobile devices browse content and select content to share with friends or other users of mobile devices using an intuitive interface. Recipients of shared content receive messages from the content sharing application indicating that they have been selected to receive shared content. Such messages may provide direct or indirect access to the shared content via the recipient mobile device.